**IT Unit 4**

**Topic 2**

# Information management Alex Hudson:

**Information management strategies (Informatics, p 252 - 256)**

1. **Why is information important to organisations?** Because it allows them to understand a variety of different things that relate to their organisation and business.
2. **List the issues may arise for an organisation that collects data?** Privacy and spam issues are two of the most critical issues that could arise, depending on how they collect their data. The way they store their data is also very crucial.
3. **What opportunities can be gained from the of appropriate information management strategies?** Recognise from a variety of different ethic and legal organisations, for following the correct rules and regulations for data management. A more successful use of data management is very important as it allows the organisation to process the data into a much more readable, timely information.
4. **Information management strategies: Elaborate on each of the following:**
   1. **Maximising opportunities:** Getting the most amount of information out from a variety of different data acquiring techniques. Getting more money from doing the morally right thing and using the data for good.
   2. **Minimising risk, What strategies can be used to minimise the risk?** Making sure to follow all legal, moral and spam acts to make sure there won’t be any legal issues regarding the whole collection and manipulation of data.
   3. **Legal obligations, Why have legal obligations increased rapidly in recent years?** Because a variety of different of different legal and moral issues have been acquired by the government over the course of the last few years.

**Think about informatics, 5.3 Data mining. Complete the 4 questions on p 254.**

1. **What are the advantages of data mining?** Gaining a variety of new information from old, pre-existing databases, and from newly generated databases. We can also discover a variety of different hidden and undiscovered data from this too.
2. **What opportunities can open up by using big data?** More data equals more chances of discovery of hidden information.
3. **Why would a customer want to be tracked down based on what they buy at a particular store?** Because they might become a reoccurring customer with a variety of needs, which the store can cater for.
4. **What are the privacy issues associated with data mining?** The data analytics can gain an insight on the online actions of users, what they also buy instore and a variety of different, private information.